



IN THE PATENT AND TRADEMARK OFFICE

APPLICANT: Jane Childs, et al. : GROUP ART UNIT 3627
SERIAL NO: 10/054,301 : EXAMINER: Lynda C. Jasmin
FILED: 11/13/2001 : DATE: July 1, 2005
TITLE: Internet Strategic Brand : James E. Murray
Weighting Factor : 69 South Gate Drive
: Poughkeepsie, NY 12601

AMENDMENT

Honorable Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated 3/8/2005, please amend the above-identified application as follows:

Amendments to the claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.